WHAT IS CLAIMED IS:

1. A data providing system comprising:

a data providing apparatus having

provision image data generating means for generating provision image data of a provision image which is reusable by inlaying a predetermined advertisement image into a predetermined template image into which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image and

providing-side transmitting means for transmitting said provision image data via a network; and

a data acquisition apparatus having

acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network,

transmission image data generating means for generating transmission image data of a transmission image for displaying said provision image based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template

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image in preference to said predetermined advertisement
image until said predetermined user image is detached
from said template image, and

acquiring-side transmitting means for transmitting
said transmission image data to a predetermined
destination via said network.

2. The data providing system according to claim 1,
wherein said acquiring-side receiving means of said data
acquisition apparatus receives said transmission image
data from another device and said transmission image data
generating means of said data acquisition apparatus
generates new transmission image data of a new
transmission image for displaying said transmission image
based on said transmission image data onto said display
means, displaying said provision image after detaching
said user image from said transmission image, inlaying a
new user image into said template image of said provision
image as superimposed upon said advertisement image, and
displaying said new user image along with said template
image in preference to said advertisement image until
said new user image is detached from said template image.

3. A data providing apparatus comprising:

provision image data generating means for
generating provision image data of a provision image for

inlaying a predetermined advertisement image into a
template image in which a predetermined user image can be
inlaid as superimposed upon said predetermined
advertisement image and, when a predetermined acquiring-
side inlays said predetermined user image into said
template image as superimposed upon said predetermined
advertisement image, displaying said predetermined user
image in preference to said predetermined advertisement
image; and

  providing-side transmission means for transmitting
said provision image data via a network.

  4. The data providing apparatus according to claim
3, wherein said provision image data generating means
generates said provision image data such that attribute
information for indicating said predetermined
advertisement image is displayed inside said provision
image.

  5. A data acquisition apparatus comprising:

  acquiring-side receiving means for receiving, from
a predetermined data providing apparatus via a network,
provision image data of an provision image in which a
predetermined advertisement image is inlaid into a
template image into which a predetermined user image can
be inlaid as superimposed upon said predetermined

advertisement image;

transmission image data generating means for generating transmission image data of a transmission image for displaying said provision image provided based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to said predetermined advertisement image until said predetermined user image is detached from said template image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

6. The data acquisition apparatus according to claim 5, wherein said acquiring-side receiving means receives said transmission image data from another device and said transmission image data generating means of said data acquisition apparatus generates new transmission image dada of a new transmission image for displaying said transmission image based on said transmission image data onto said display means, detaches said predetermined user image from said transmission image to display said

provision image, inlaying said new user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying a new user image together with said template image in preference to said predetermined advertisement image until said new user image is detached from said template image.

7. The data acquisition apparatus according to claim 6, wherein said acquiring-side receiving means receives, from said data providing apparatus via said network, said provision image data in which attribute information for indicating said predetermined advertisement image is displayed inside said provision image.

8. A data providing method comprising the steps of:

generating provision image data of a provision image for inlaying a predetermined advertisement image into a template image in which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image and, when a predetermined acquiring-side inlays said predetermined user image into said template image as superimposed upon said predetermined advertisement image, displaying said predetermined user

image in preference to said predetermined advertisement image; and

transmitting said provision image data via a network.

9. A data acquisition method comprising the steps of:

receiving, from a predetermined data providing apparatus via a network, provision image data of an provision image in which a predetermined advertisement image is inlaid into a template image into which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image;

generating transmission image data of a transmission image for displaying said provision image provided based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to said predetermined advertisement image until said predetermined user image is detached from said template image; and

transmitting said transmission image data to a

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predetermined destination via said network.

10. The data acquisition method according to claim 9, wherein said data receiving step receives said transmission image data from another device and said transmission image data generating step generates new transmission image data of a new transmission image for displaying said transmission image based on said transmission image data onto said display means, detaching said predetermined user image from said transmission image to display said provision image, inlaying said new user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying a new user image together with said template image in preference to said predetermined advertisement image until said new user image is detached from said template image.

11. A program storage medium storing a computer-readable program which is executed by a data providing apparatus comprising the steps of:

generating provision image data of a provision image for inlaying a predetermined advertisement image into a template image in which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image and, when a predetermined acquiring-

side inlays said predetermined user image into said template image as superimposed upon said predetermined advertisement image, displaying said predetermined user image in preference to said predetermined advertisement image; and

transmitting said provision image data via a network.

12. A program storage medium storing a computer-readable program which is executed by a data acquisition apparatus comprising the steps of:

receiving, from a predetermined data providing apparatus via a network, provision image data of an provision image in which a predetermined advertisement image is inlaid into a template image into which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image;

generating transmission image data of a transmission image for displaying said provision image provided based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to

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said predetermined advertisement image until said
predetermined user image is detached from said template
image; and

transmitting said transmission image data to a
predetermined destination via said network.

13. A data providing system comprising:

a data providing apparatus having

associating means for issuing an identifier to each
of a template image in which a predetermined user image
can be superimposed upon a predetermined inlay image and
said inlay image to associate them with each other,

provision image data generating means for
generating provision image data of an provision image
which is reusable by inlaying said predetermined inlay
image into said associated template image, and

providing-side transmitting means for transmitting
said provision image data via a network; and

a data acquisition apparatus having

transmitting-side receiving means for receiving
said provision image from said data providing apparatus
via said network,

transmission image data generating means for
generating transmission image data of a transmission
image for inlaying said predetermined user image as

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superimposed upon said predetermined inlay image into said template image of said provision image based on said provision image data, and displaying said predetermined user image in preference to said predetermined inlay image until said predetermined user image is detached from said template image, and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

14. The data providing system according to claim 13, wherein said associating means of said data providing apparatus issues said identifier to a predetermined advertisement image as said inlay image to associate said advertisement image with said template image, said provision image data generating means of said data providing apparatus generates said provision image data of said provision image which is reusable by inlaying said predetermined advertisement image into said template image, and said transmission image data generating means of said data acquisition apparatus generates said transmission image data while displaying said provision image based on said provision image data on predetermined display means.

15. A data providing apparatus comprising:

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associating means for issuing an identifier to each of a template image in which a predetermined user image can be inlaid as superimposed upon a predetermined inlay image and said inlay image to associate them with each other,

provision image data generating means for generating provision image data of a reusable provision image for generating a transmission image which, when said user image is inlaid into said template image as superimposed upon the inlay image on the providing side by inlaying said inlay image into said associated template image, displays said user image in preference to said inlay image until said predetermined user image is detached from template image, and

providing-side transmitting means for transmitting said provision image data to said providing side via a network.

16. The data providing apparatus according to claim 15, wherein said associating means issues said identifier to a predetermined advertisement image as said inlay image to associate said predetermined advertisement image with said template image and said provision image data generating means generates said provision image data of said provision image with said predetermined

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advertisement image inlaid into said template image.

17. A data acquisition apparatus comprising:

acquiring-side receiving means for receiving, from a predetermined data providing apparatus via a network, provision image data of a reusable provision image generated by inlaying a predetermined inlay image into a predetermined template image associated with an issued identifier;

transmission image data generating means for generating transmission image data of a transmission image for inlaying a predetermined user image as superimposed upon said inlay image into said template image of said provision image based on said provision image data, and displaying said predetermined user image in preference to said predetermined inlay image until said predetermined user image is detached from said template image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

18. The data acquisition apparatus according to claim 17, wherein said acquiring-side receiving means receives, from said data providing apparatus via said network, said provision image data of said provision

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image generated by inlaying a predetermined advertisement image into said template image as said inlay image and said transmission image data generating means generates said transmission image data while displaying said provision image based on said provision image data onto a predetermined display means.

19. A data providing system comprising:

a data providing apparatus having

associating means for issuing an identifier to each of at least one template image in which a predetermined user image can be inlaid into a predetermined advertisement image as superimposed thereupon and to said at least one predetermined advertisement image to associate said at least one template image with said one predetermined advertisement image,

storage means for storing into a predetermined recording medium said at least one template image and said at least one predetermined advertisement image along with said respective identifiers thereof,

provision image data generating means for generating provision image data added with said identifier corresponding to a reusable provision image in which said predetermined advertisement image is inlaid in said associated template image, and

providing-side transmitting means for transmitting said provision image data via a network; and

a data acquisition apparatus having

acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network,

transmission image data generating means for generating transmission image data by inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image based on said provision image data, and adding said identifier to said provision image which displays said predetermined user image in preference to said predetermined advertisement image until said predetermined user image is detached for reuse from said template image, and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination from said network via said data providing apparatus;

wherein, said data providing apparatus extracts, through said provision image data generating means, said identifier from said transmission image data to be transmitted from said data acquisition apparatus via said

network, retrieves a new associated advertisement image
from said storage means on the basis of said extracted
identifier, and, on the basis of said retrieved
advertisement image, updates said provision image used
for generating said transmission image data.

20. A data providing apparatus comprising:

associating means for issuing an identifier to each
of at least one template image in which a predetermined
user image can be inlaid into a predetermined
advertisement image as superimposed thereupon and to said
at least one predetermined advertisement image to
associate said at least one template image with said at
least one predetermined advertisement image;

storage means for storing into a predetermined
recording medium said at least one template image and
said at least one predetermined advertisement image along
with said respective identifiers thereof;

provision image data generating means for
generating provision image data added with said at least
one identifier corresponding to a reusable provision
image in which said predetermined advertisement image is
inlaid in said associated template image; and

providing-side transmitting means for transmitting
said provision image data via a network; and

providing-side receiving means for receiving
transmission image data generated by adding said received
identifier to said provision image for inlaying, as
superimposed upon said advertisement image, said user
image into said template image of said provision image
based on said provision image data halfway in the
transmission from said data acquiring apparatus to a
predetermined destination via said network as a result of
the transmission of said provision image data to said
data acquiring apparatus and displaying said user image
in preference to said advertisement image until said user
image is detached from said template image for reuse;

wherein said provision image data generating means
extracts said identifier from said transmission image
data and, on the basis of the extracted identifier, reads
a new associated advertisement image from said storage
means and, by use of the retrieved new advertisement
image, updates said provision image used for generating
said transmission image data, and said providing-side
transmitting means transmits said transmission image data
generated by updating said provision image to said
predetermined destination via said network.

21. The data providing apparatus according to
claim 20, wherein said provision image data generating

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means reads said new associated advertisement image from said storage means on the basis of said identifier extracted from said transmission image data and a date of the transmission of said transmission image data and, by use of said retrieved advertisement image, updates said provision image used for generating said transmission image data.

22. A data acquiring apparatus comprising:

acquiring-side receiving means for receiving provision image data generated by adding an identifier corresponding to a reusable provision image generated by inlaying an advertisement image into a template image which are transmitted in a predetermined data providing apparatus in which said identifier is issued to each of said template image and said advertisement image to associate with these images;

transmission image data generating means for generating transmission image data by adding said identifier to said provision image generated by inlaying said user image into said template image of said provision image based on said provision image data and then, until said user image is detached from said template image for reuse, displaying said user image in preference to said advertisement image; and

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acquiring-side transmitting means for transmitting said transmission image data from said network to a predetermined destination through said data providing apparatus to update, on the basis of said identifier, said advertisement image of said provision image used for generating said transmission image data.

23. A data providing system comprising:

a data providing apparatus having

issuing means for issuing an identifier to a predetermined template image;

storage means for storing said template image along with said identifier into a predetermined recording medium; and

providing-side transmitting means for transmitting said template image and said corresponding identifier via a network;

data acquiring apparatus having

acquiring-side receiving means for receiving said template image and said identifier from said data providing apparatus via said network;

transmission image data generating means for generating transmission image data composed of a predetermined user image which is inlaid into said template image and said identification information; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network; and

a data relay apparatus having

relay-side receiving means for receiving in a relay manner said transmission image data transmitted from said data acquiring apparatus to said predetermined destination via said network;

capturing means for extracting said identification information from said transmission image data and, on the basis of said extracted identification information, capturing said corresponding template image from said data providing apparatus; and

relay-side transmitting means for adding said template image to said transmission image data to transmit them to said predetermined destination via said network.

24. The data providing system according to claim 23, wherein said data providing apparatus further has

associating means for associating an advertisement image to which an identifier has been issued by said issuing means with said identifier of said template image; and

provision image data generating means for

generating provision image data of a provision image with said advertisement image inlaid into said associated template image;

said storage means of said data providing apparatus stores said advertisement image and said identifier corresponding thereto and said template image and said identifiers corresponding thereto into said recording medium; said providing-side transmitting means of said data providing apparatus transmits said provision image data and at least one of said corresponding identifiers via said network; said transmission image data generating means of said data acquiring apparatus generates manipulation information obtained by manipulating said provision image data by inlaying, as superimposed upon said advertisement image, said user image into said template image of said provision image based on said provision image data received at said acquiring-side receiving means; said acquiring-side transmitting means of said data acquiring apparatus transmits said transmission image data added with said manipulation information to said predetermined destination; said relay-side receiving means of said data relay apparatus receives in a relaying manner said transmission image data added with said manipulation information from said

data acquiring apparatus via said network; said capturing means of said data relay apparatus extracts said identification information from said transmission image data added with said manipulation information and, on the basis of the extracted identification information, captures said corresponding template image and said corresponding advertisement image from said data providing apparatus; and said relay-side transmitting means of said data relay apparatus adds said template image and said advertisement image to said transmission image data added with said manipulation information and transmits the resultant transmission image data to said predetermined destination via said network.

     25. A data providing apparatus comprising:

     issuing means for issuing an identifier to a predetermined template image;

     storage means for storing said predetermined template image along with said identifier into a predetermined recording medium; and

     providing-side transmitting means for transmitting said template image and said corresponding identifier via said network and, when transmission image data composed of a predetermined user image which is to be inlaid into said template image at a predetermined acquiring side and

said identifier are relayed by a predetermined relay apparatus for transmission to a predetermined destination, transmitting said corresponding template image requested by said data relay apparatus on the basis of said identifier to said data relay apparatus.

26. The data providing apparatus according to claim 25, further comprising:

associating means for associating an advertisement image to which an identifier has been issued by said issuing means with said identifier of said template image; and

provision image data generating means for generating provision image data of a provision image with said advertisement image inlaid into said associated template image;

wherein said storage means stores said advertisement image and said identifier corresponding thereto and said template image and said identifier corresponding thereto into said recording medium; and said providing-side transmitting means transmits said provision image data and at least one of said corresponding identifiers via said network and, when said transmission image data added with manipulation information obtained by manipulating said provision image

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data so that said user image is inlaid, as superimposed
upon said advertisement image, into said template image
of said provision image based on said provision image
data to display said user image in preference to said
advertisement image are relayed by said data relay
apparatus to a predetermined destination, transmits said
corresponding template image and said corresponding
advertisement image requested by said data relay
apparatus on the basis of said identifier to said data
relay apparatus.

27. A data acquiring apparatus comprising:

acquiring-side receiving means for receiving, from
a predetermined data providing apparatus for storing a
predetermined template image and an identifier issued
thereto, said template image and said identifier
corresponding thereto via a network;

transmission image data generating means for
generating transmission image data composed of a
predetermined user image to be inlaid into said template
image and said identification information; and

acquiring-side transmitting means for transmitting
said transmission image data by relaying from said
network, to a predetermined destination, through a
predetermined data relay apparatus which captures said

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corresponding template image from said data providing apparatus on the basis of said identifier to add said captured template image to said transmission image data.

28. The data acquiring apparatus according to claim 27, wherein said acquiring-side receiving means receives provision image data of a provision image with said advertisement image inlaid into said template image associated with each other by their identifiers and at least one of said corresponding identifiers from said data providing apparatus via said network; said transmission image data generating means generates manipulation information obtained by inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said advertisement image and manipulating said provision image data so that said user image is displayed in preference to said advertisement image; and said acquiring-side transmitting means adds said manipulation information to said transmission image data and transmits from said network to said predetermined destination through said data relay apparatus which captures said template image and said advertisement image corresponding to each other from said data providing apparatus on the basis of said identifier to add the captured images to

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said transmission image data.

29. A data relay apparatus comprising:

relay-side receiving means for receiving in a relaying manner transmission image data composed of a predetermined user image to be inlaid into a predetermined template image and identification information issued to said template image, said transmission image data being transmitted from a predetermined data acquiring apparatus to a predetermined destination via a network;

capturing means for extracting said identification information from said transmission image data and, on the basis of said extracted identification information, capturing said corresponding template image from a predetermined data providing apparatus in which said template image and said corresponding identifier are stored; and

relay-side transmitting means for adding said template image to said transmission image data and transmitting said resultant transmission image data to said predetermined destination via said network.

30. The data relay apparatus according to claim 29, wherein said relay-side receiving means receives said transmission image data added with said manipulation

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information obtained by inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said advertisement image and manipulating said provision image data so that said user image is displayed in preference to said advertisement image, said transmission image data being transmitted from said data acquiring apparatus to said predetermined destination via said network; said capturing means extracts said identification information from said transmission image data and, on the basis of said extracted identification information, captures said template image and said advertisement image from said data providing apparatus in which said advertisement image and said corresponding identifier are stored, in addition to said template image and sand corresponding identifier; and said relay-side transmitting means adds said template image and said advertisement image to the transmission image data added with said manipulation information and transmits said resultant transmission image data to said predetermined destination via said network.

31. A data providing method comprising the steps of:

issuing an identifier to a predetermined template

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image;

storing said predetermined template image along
with said identifier into a predetermined recording
medium; and

transmitting said template image and said
corresponding identifier via said network and, when
transmission image data composed of a predetermined user
image which is to be inlaid into said template image at a
predetermined acquiring side and said identifier are
relayed by a predetermined relay apparatus for
transmission to a predetermined destination, transmitting
said corresponding template image requested by said data
relay apparatus on the basis of said identifier to said
data relay apparatus.

32. The data providing method according to claim
31, further comprising the steps of:

associating an advertisement image to which an
identifier has been issued by said issuing means with
said identifier of said template image; and

generating provision image data of a provision
image with said advertisement image inlaid into said
associated template image;

wherein said storage step stores said advertisement
image and said identifier corresponding thereto and said

template image and said identifier corresponding thereto
into said recording medium; and said transmitting step
transmits said provision image data and at least one of
said corresponding identifiers via said network and, when
said transmission image data added with manipulation
information obtained by manipulating said provision image
data so that said user image is inlaid, as superimposed
upon said advertisement image, into said template image
of said provision image based on said provision image
data to display said user image in preference to said
advertisement image are relayed by said data relay
apparatus to a predetermined destination, transmits said
template image and said advertisement image corresponding
to each other requested by said data relay apparatus on
the basis of said identifier to said data relay apparatus.

33. A data acquiring method comprising the steps
of:

receiving, from a predetermined data providing
apparatus for storing a predetermined template image and
an identifier issued thereto, said template image and
said identifier corresponding thereto via a network;

generating transmission image data composed of a
predetermine user image to be inlaid into said template
image and said identification information; and

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transmitting said transmission image data by
relaying from said network, to a predetermined
destination, through a predetermined data relay apparatus
which captures said corresponding template image from
said data providing apparatus on the basis of said
identifier to add said captured template image to said
transmission image data.

34. The data acquiring method according to claim
33, wherein receiving step receives provision image data
of a provision image with said advertisement image inlaid
into said template image associated with each other by
their identifiers and at least one of said corresponding
identifiers from said data providing apparatus via said
network; said generating step generates manipulation
information obtained by inlaying said user image into
said template image of said provision image based on said
provision image data as superimposed upon said
advertisement image and manipulating said provision image
data so that said user image is displayed in preference
to said advertisement image; and said transmitting step
adds said manipulation information to said transmission
image data and transmits from said network to said
predetermined destination through said data relay
apparatus which captures said template image and said

advertisement image corresponding to each other from said
data providing apparatus on the basis of said identifier
to add the captured images to said transmission image
data.

35. A data relay method comprising the steps of:

receiving in a relaying manner transmission image
data composed of a predetermined user image to be inlaid
into a predetermined template image and identification
information issued to said template image, said
transmission image data being transmitted from a
predetermined data acquiring apparatus to a predetermined
destination via a network;

extracting said identification information from
said transmission image data and, on the basis of said
extracted identification information, capturing said
corresponding template image from a predetermined data
providing apparatus in which said template image and said
corresponding identifier are stored; and

adding said template image to said transmission
image data and transmitting said resultant transmission
image data to said predetermined destination via said
network.

36. The data relay method according to claim 35,
wherein said receiving step receives said transmission

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image data added with said manipulation information obtained by inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said advertisement image and manipulating said provision image data so that said user image is displayed in preference to said advertisement image, said transmission image data being transmitted from said data acquiring apparatus to said predetermined destination via said network; said capturing step extracts said identification information from said transmission image data and, on the basis of said extracted identification information, captures said template image and said advertisement image from said data providing apparatus in which said advertisement image and said corresponding identifier are stored, in addition to said template image and sand corresponding identifier; and said transmitting step adds said template image and said advertisement image to the transmission image data added with said manipulation information and transmits said resultant transmission image data to said predetermined destination via said network.

37. A data providing system comprising:

a data providing apparatus having

issuing means for issuing an identifier to each of

a template image into which a predetermined user image
can be inlaid as superimposed upon a predetermined
advertisement image and said advertisement image;

provision image data generating means for
generating provision image data of a provision image with
said advertisement image inlaid into said template image;
and

providing-side transmitting means for transmitting
said provision image data and said identifier
corresponding thereto via a network,

a data acquiring apparatus having

acquiring-side receiving means for receiving said
provision image data and said identifier from said
network;

transmission image data generating means for
generating transmission image data by manipulating said
provision image by presenting said provision image based
on said provision image data displayed on predetermined
display means and then inlaying said user image into said
template image of said provision image as superimposed
upon said advertisement image so that said user image is
displayed in preference to said advertisement image; and

acquiring-side transmitting means for adding said
received identifier to said transmission image data and

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transmitting said resulting transmission image data to a

predetermined destination via said network, and

fee-charge processing apparatus having

fee-charge receiving means for once receiving said

transmission image data added with said identifier being

transmitted every time said transmission image data added

with said identifier are transmitted from said data

acquiring apparatus to said predetermined destination via

said network; and

fee-charge processing means for computing a

template usage fee to be paid to a creator of said

template image by counting the number of times said

template image corresponding to said identifier added to

said transmission image data has been used for displaying

said advertisement image at the generation of said

transmission image data.

38. The data providing system according to claim

37, wherein said fee-charge processing means counts the

number of times said advertisement image corresponding to

said identifier added to said transmission image data has

been displayed for product advertisement at the

generation of said transmission image data and computes

an advertisement fee to be billed to an advertiser in

accordance with the usage count to divert a part of said

advertisement fee to said template usage fee to be paid
to said creator of said template image.

39. A data providing apparatus comprising:

issuing means for issuing an identifier to each of
a template image into which a predetermined user image
can be inlaid as superimposed upon a predetermined
advertisement image and said advertisement image;

provision image data generating means for
generating provision image data of a provision image with
said advertisement image inlaid into said template image;
and

providing-side transmitting means for transmitting,
along with said provision image data, said identifier of
said template image in order to count the number of times
said template image of said provision image data has been
used for product advertisement through said advertisement
image via a network.

40. The data providing apparatus according to
claim 39, wherein said providing-side transmitting means
transmits, along with said provision image data, said
identifier of said advertisement image in order to count
the number of times said advertisement image of said
provision image data has been used for product
advertisement via said network.

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41. A data acquiring apparatus comprising:

acquiring-side receiving means for receiving provision image data of a provision image with an advertisement image inlaid into a predetermined template image and an identifier issued beforehand to said template image from a predetermined data providing apparatus via a network;

transmission image data generating means for generating transmission image data by manipulating said provision image data by presenting said provision image based on said provision image data displayed on predetermined display means and then inlaying said user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image; and

acquiring-side transmitting means for adding said identifier of said template image to said transmission image data in order to count the number of times said template image has been used for product advertisement through said advertisement image and transmitting said resultant transmission image data to a predetermined destination via said network.

42. The Data acquiring apparatus according to

claim 41, wherein said acquiring-side receiving means
receives said provision image data and an identifier
issued beforehand to said advertisement image of said
provision image data from said data providing apparatus
via said network and said acquiring-side transmitting
means adds said identifier to said transmission image
data in order to count the number of times said
advertisement image has been used for product
advertisement and transmits the resultant transmission
image data to said predetermined destination via said
network.

     43. A fee-charge processing apparatus comprising:

     fee-charge receiving means for, every time
transmission image data generated by manipulating a
provision image with an advertisement image inlaid into a
template image by presenting said provision image
displayed on predetermined display means and then
inlaying a predetermined user image into said template
image of said provision image as superimposed upon said
advertisement image so that said user image is displayed
in preference to said advertisement image is transmitted
from a predetermined data acquiring apparatus to a
predetermined destination via a network, once receiving
said transmission image data added with said identifier

being transmitted; and

fee-charge processing means for counting the number
of times said template image corresponding to said
identifier added to said transmission image data has been
used for displaying said advertisement image at the
generation of said transmission image data and computing
a template usage fee to be paid to a creator of said
template image in accordance with the usage count.

44. The fee-charge processing apparatus according
to claim 43, wherein, every time said transmission image
data is added with an identifier issued beforehand to
said advertisement image used for generating said
transmission image data to said transmission image data
and said resultant transmission image data are
transmitted from said data acquiring apparatus to said
predetermined destination via said network, said fee-
charge receiving means once receives said transmission
image data added with said identifier being transmitted;
and said fee-charge processing means counts the number of
times said advertisement image corresponding to said
identifier added to said transmission image data has been
used at the generation of said transmission image data
and computes an advertisement fee to be billed to an
advertiser in accordance with the usage count.

45. The fee-charge processing apparatus according to claim 44, wherein said fee-charge processing means computes an advertisement usage fee to be paid to a creator of said advertisement image in accordance with the number of times said advertisement fee has bee used for product advertisement at the generation of said transmission image data.

46. The fee-charge processing apparatus according to claim 45, wherein said fee-charge processing means diverts a part of said advertisement fee to be billed to said advertiser to said template usage fee and said advertisement usage fee to be paid to said creator of said template image and said advertisement image.

47. A data providing method comprising the steps of:

issuing an identifier to each of a template image into which a predetermined user image can be inlaid as superimposed upon a predetermined advertisement image and said advertisement image;

generating provision image data of a provision image with said advertisement image inlaid into said template image; and

transmitting, along with said provision image data, said identifier of said template in order to count the

number of times said template image of said provision image data has been used for product advertisement through said advertisement image via a network.

48. The data providing method according to claim 47, wherein said transmitting step transmits, along with said provision image data, said identifier of said advertisement image in order to count the number of times said advertisement image of said provision image data has been used for product advertisement via said network.

49. A data acquiring method comprising the steps of:

receiving provision image data of a provision image with an advertisement image inlaid into a predetermined template image and an identifier issued beforehand to said template image from a predetermined data providing apparatus via a network;

generating transmission image data by manipulating said provision image data by presenting said provision image based on said provision image data displayed on predetermined display means and then inlaying said user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image; and

adding said identifier of said template image to
said transmission image data in order to count the number
of times said template image has been used for product
advertisement through said advertisement image and
transmitting said resultant transmission image data to a
predetermined destination via said network.

50. The data acquiring method according to claim
49, wherein said data receiving step receives said
provision image data and an identifier issued beforehand
to said advertisement image of said provision image data
from said data providing apparatus via said network and
said data transmitting step adds said identifier to said
transmission image data in order to count the number of
times said advertisement image has been used for product
advertisement and transmits the resultant transmission
image data to said predetermined destination via said
network.

51. A fee-charge processing method comprising the
steps of:

every time transmission image data generated by
manipulating a provision image with an advertisement
image inlaid into a template image by presenting said
provision image displayed on predetermined display means
and then inlaying a predetermined user image into said

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template image of said provision image as superimposed
upon said advertisement image so that said user image is
displayed in preference to said advertisement image is
transmitted from a predetermined data acquiring apparatus
to a predetermined destination via a network, once
receiving said transmission image data added with said
identifier being transmitted; and

counting the number of times said template image
corresponding to said identifier added to said
transmission image data has been used for displaying said
advertisement image at the generation of said
transmission image data and computing a template usage
fee to be paid to a creator of said template image in
accordance with the usage count.

52. The fee-charge processing method according to
claim 51, wherein every time said transmission image data
is added with an identifier issued beforehand to said
advertisement image used for generating said transmission
image data to said transmission image data and said
resultant transmission image data are transmitted from
said data acquiring apparatus to said predetermined
destination via said network, said fee-charge receiving
step once receives said transmission image data added
with said identifier being transmitted; and said fee-

charge processing step counts the number of times said advertisement image corresponding to said identifier added to said transmission image data has been used at the generation of said transmission image data and computes an advertisement fee to be billed to an advertiser in accordance with the usage count.

53. A data providing system comprising:

a data providing apparatus having

provision image data generating means for generating provision image data of a reusable provision image embedded with a program for executing predetermined processing in accordance with contents of a template image and/or an inlay image by following a predetermined instruction given on said template image and/or said inlay image, said inlay image being inlaid into said template image into which a predetermined user image can be inlaid as superimposed upon said inlay image; and

providing-side transmitting means for transmitting said provision image data via a network; and

a data acquiring apparatus having

acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network;

transmission image data generating means for

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generating transmission image data of a transmission image for inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said inlay image and then, until said user image is detached for reuse from said template image, displaying said user image in preference to said inlay image, and activating said program by following said instruction given on said user image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

54. The data providing system according to claim 53, wherein said provision image data generating means generates said provision image data of said reusable provision image embedded with said program for inlaying said inlay image into said template image and transmitting a result of said instruction to a predetermined device which holds another associated provision image or transmission image by following said instruction given on said template image and/or said inlay image.

55. The data providing system according to claim 53, wherein said provision data generating means of said data providing apparatus generates said provision image

data of said reusable provision image embedded with said program for inlaying said inlay image into said template image and manipulating said template image and/or said inlay image by following said instruction given on said template image and/or said inlay image.

56. The data providing system according to claim 53, wherein said provision image data generating means generates said provision image data of said reusable provision image embedded with said program for inlaying an advertisement image as said inlay image into said template image and executing said predetermined processing by following said instruction given on said template image and/or said advertisement image.

57. A data providing apparatus comprising:

provision image data generating means for generating provision image data of a reusable provision image embedded with a program for executing predetermined processing in accordance with contents of a template image and/or an inlay image by following an instruction given on said template image and/or said inlay image which is inlaid into said template image into which a predetermined user image can be inlaid as superimposed upon said inlay image, said provision image data providing transmission image for activating said program

in accordance with said instruction given on said user
image which is displayed in preference to said inlay
image until said user image is detached from said
template image, said user image being inlaid into said
template image by a predetermined data acquiring
apparatus as superimposed upon said inlay image; and

providing-side transmitting means for transmitting
said provision image data to said data acquiring
apparatus via said network.

58. The data providing apparatus according to
claim 57, wherein said provision image data generating
means generates said provision image data of said
reusable provision image embedded with said program for
inlaying said inlay image into said template image and,
by following said instruction given on said template
image and/or said inlay image, transmitting a result of
said instruction to a predetermined device holding
another associated provision image or transmission image.

59. The data providing apparatus according to
claim 57, wherein said provision image data generating
means of said data providing apparatus generates said
provision image data of said reusable provision image
embedded with said program for inlaying said inlay image
into said template image and, by following said

instruction given on said template image and/or said
inlay image, manipulating said template image and/or said
inlay image.

60. The data providing apparatus according to
claim 57, wherein said provision image data generating
means of said data providing apparatus generates said
provision image data of said reusable provision image
embedded with said program for inlaying an advertisement
image as said inlay image into said template image and
executing said predetermined processing by following said
instruction given on said template image and/or said
advertisement image.

61. A data acquiring apparatus comprising:

acquiring-side receiving means for receiving, from
a predetermined data providing apparatus via a network,
provision image data of a reusable provision image
embedded with a program for inlaying an inlay image into
a predetermined template image and, in accordance with an
instruction given on said template image and/or said
inlay image, executing predetermined processing in
accordance with contents of said template image and/or
said inlay image;

transmission image data generating means for
generating transmission image data of a transmission

image for inlaying said user image into said template
image of said provision image based on said provision
image data as superimposed upon said inlay image and then,
until said user image is detached for reuse from said
template image, displaying said user image in preference
to said inlay image and activating said program by
following said instruction given on said user image; and

acquiring-side transmitting means for transmitting
said transmission image data to a predetermined
destination via said network.

62. The data acquiring apparatus according to
claim 61, wherein said acquiring-side receiving means
receives, from said data providing apparatus via said
network, provision image data of reusable provision image
embedded with said program for inlaying said inlay image
into said template image and, by following an instruction
given on said template image and/or said inlay image,
transmitting a result of said instruction to a
predetermined device holding another associated provision
image or transmission image; and said transmission image
data generating means generates said transmission image
data of said transmission image by writing an address of
a destination of said result of said instruction to said
program so that said user image is inlaid into said

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template image of said provision image based on said provision image data as superimposed upon said inlay image and then, until said user image is detached for reuse from said template image, said user image is displayed in preference to said inlay image, and said result of said instruction is transmitted by activating said program by following said instruction given on said user image.

63. The data acquiring apparatus according to claim 62, wherein said acquiring-side receiving means receives said result of said instruction given on said user image of said transmission image from another predetermined device via said network; and said transmission image data generating means manipulates said template image, said inlay image, and/or said user image of said corresponding transmission image on the basis of said result of said instruction.

64. The data acquiring apparatus according to claim 61, wherein said acquiring-side receiving means receives, from said data providing apparatus via said network, provision image data of reusable provision image embedded with said program for inlaying said inlay image into said template image and manipulating said template image and/or said inlay image by following an instruction

given on said template image and/or said inlay image; and
said transmission image data generating means generates
said transmission image data of said transmission image
for manipulating said user image by inlaying said user
image into said template image of said provision image
based on said provision image data as superimposed upon
said inlay image and then, until said user image is
detached from said template image, displaying said user
image in preference to said inlay image, and activating
said program by following said instruction given on said
user image.